**SOCIETY OF BROADCAST ENGINEERS, INC.**

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**NEWS RELEASE*****Contact: John L. Poray, CAE***

*Executive Director*

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**Chriss Scherer joins SBE national staff**

*Indianapolis, Ind*. - John Poray, CAE, Executive Director of the Society of Broadcast Engineers, has announced that Christopher Scherer, CPBE, CBNT, is joining the national staff of the SBE as Member Communications Director. Scherer will begin his new role on January 1. He’ll be based in the Kansas City area.

Scherer will be responsible for the society’s print and electronic publications, website management, social networking, and other member communication services. He will also work with several member-oriented programs and services.

Scherer has been the owner and president of Scherer Media Services, a contract engineering and recording services company in the Kansas City area. He was well known as the editor of Radio magazine, a position he held from 1997 to 2014. Before joining the magazine, Scherer served as chief engineer at radio stations in Ohio, Pennsylvania and Connecticut, and worked as a contract engineer and staff engineer at stations in South Florida.

“I am very pleased to be able to add Chriss to our staff. He brings tremendous capability and experience in both communications media and broadcast engineering. His skills and knowledge of our industry will be a great asset, helping the society communicate its mission, benefits and services to the broadcast technical community and beyond,” said Poray.

Scherer has an extensive volunteer background with the SBE, having served as the society’s president from 2005-2007, three terms as a member of the national board of directors and four years as the chairman of the SBE National Certification Committee. He is a Fellow of the SBE and holds the Certified Professional Broadcast Engineer and Certified Broadcast Networking Technologist certifications from the society.

Scherer is active in SBE Chapter 59 in Kansas City and served as its chairman for three years and was previously chairman of Chapter 70 in Cleveland, Ohio. He holds a bachelor of music degree in music engineering technology from the University of Miami.

The Society of Broadcast Engineers is the professional organization of television and radio engineers and those in related fields. SBE has more than 5,000 members in 114 chapters across the United States and in Hong Kong. There are also members in 30 other countries. Most chapters meet monthly and offer educational programs and an opportunity to network with other broadcast technical professionals. SBE offers the preeminent technical broadcast certification program in the U.S. and an expansive list of educational programs for broadcast engineers, operators, technicians, and broadcast IT professionals.